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## College Placement Services- July 1967

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# COLLEGE PLACEMENT SERVICES NEWSLETTER



NUMBER EIGHT

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Bethlehem, Pennsylvania,

July 1, 1967

An outstanding faculty has been gathered for the CPS Summer Institute for Placement Officers to be held July 2-15 at the General Electric Management Development Institute at Crotonville-on-the-Hudson, New York. Serving as academic director is Dr. Alva C. Cooper, Associate Professor of Psychology and Director of the Career Counseling and Placement Bureau of Hunter College. Joining her on the staff of the institute are:

Dr. Donald H. Ford, Dean of the College of Human Development,  
Pennsylvania State University

Dr. Richard E. Gruen, Professor in the Guidance and School Counseling  
program at Brooklyn College

Dr. Martin Hamburger, Professor of Education at New York University

Dr. Murray J. Landsman, Acting Director of the Student Counseling  
Center at the State University of New York at Buffalo

Dr. Felix M. Lopez, Jr., Manager of Manpower Planning and Research  
at the Port of New York Authority

Dr. Stanley J. Segal, Acting Dean of the University College of the  
State University of New York at Buffalo

The staff will present lectures and seminars on Vocational Development Theory, Interviewing Techniques, Occupational Information, Information about the Counselee: Sources and Uses, and Public Relations within the Counseling Community. In addition, there will be several sessions involving a counseling practicum.

Also participating in the institute will be Mr. André G. Beaumont, Managing Director of College Placement Services; Mr. John M. Brooks, Director of Business Employment Services at North Texas State University and president of College Placement Services; and Mr. Raymond H. Stockard, Director of Placement at the University of Rhode Island.



Students in the institute will include the following placement officers from predominantly Negro colleges:

Edward G. Alexander - Dillard University  
Harvey I. Anderson - Atlanta University Center Corporation  
Robert Baker - Kentucky State College  
Horace Barnett - Arkansas A. M. & N. College  
Philip Brunson - Virginia Union University  
Luella H. Casson - Philander Smith College  
Robert L. Clayton - Livingstone College  
Carrie L. Clements - Morris Brown College  
B. T. Davis, Jr. - Alabama A. & M. University  
Earl Estes - Central State University  
Caroline W. Graham - Spelman College  
Kirk Jackson - Atlanta University  
Emile La Branche - Xavier University  
Alphonso Mc Cain - Virginia State College  
James McKay - Southern University  
T. J. Robinson - Jackson State University  
Annie G. Sasser - Tennessee A. & I. University  
Elva Steward - Texas Southern University  
Willis D. Warren - Langston University  
Harold Winston - Johnson C. Smith University  
Philip Winkfield - Fisk University  
C. D. Yancy - Prairie View A. & M. College

The U. S. Office of Education has granted a total of \$85,000 to eight predominantly Negro colleges participating in the CPS program. Each of the colleges applied for funds under Title III of the Higher Education Act of 1965, and each prepared a proposal with CPS as the cooperating agency. The funds will be used for capital and operating costs of the colleges' placement offices and will be paid in two installments, July 1, 1967 and January 1, 1968.

Colleges receiving the Title III grants are:

A. & T. College of North Carolina, Greensboro, North Carolina  
Bishop College, Dallas, Texas  
Dillard University, New Orleans, Louisiana  
Hampton Institute, Hampton, Virginia  
Huston-Tillotson College, Austin, Texas  
Johnson C. Smith University, Charlotte, North Carolina  
Atlanta University Center, Atlanta, Georgia  
Tougaloo College, Tougaloo, Mississippi



The shooting of the final sequences of the CPS motivational film will take place July 17-28. During this period the filming will concentrate on young Negroes who have attained management level positions with several major corporations throughout the nation. Among those participating in this part of the film will be employees from the American Oil Company, General Electric Company, General Foods Corporation, and the Radio Corporation of America.

In the latter portion of the film these young Negroes will discuss their own careers and will comment on the problems and attitudes expressed by students at several predominantly Negro colleges who were previously interviewed for the film.

The twenty-five minute color film should be completed and ready for distribution by October, 1967.


The first efforts of the \$200,000 CPS College Assistance Fund campaign have produced contributions from four sources: Aetna Life Insurance Company; Armstrong Cork Company; The Carrier Foundation, Incorporated; and The Mobil Foundation, Incorporated, which designated Fisk University as the recipient of its gift. The nationwide campaign formally opens July 1, and will continue until June 30, 1968. During this time, eighteen regional co-chairmen and their campaign assistants will contact over 450 major corporations.

A seminar on student business operations sponsored by Harvard Student Agencies, Inc. took place in Cambridge, Massachusetts on June 16. Reviewing the advantages to both students and colleges participating in a student agencies program, speakers and panel members explained that operating a small business not only provides much-needed financial support for a student but also offers the student valuable experience in business practices, a sense of responsibility, and self-confidence.

Officials from Harvard, Columbia, M.I.T., and Princeton also discussed several different ways to organize a student agency program and how it might relate to its parent college or university.

The seminar included presentations by students who described their experiences in operating a student agency. Some typical student businesses involve the sale of birthday cakes and fruit baskets, stationery, Christmas gifts, newspapers, blotters, beer mugs, and calendars. Other unique enterprises are a catering service, computer programming service, European guides, European auto sales, and an entertainment bureau.

At the seminar were representatives from eighteen colleges as well as staff members of CPS and the Ford Foundation. Among the colleges with personnel attending the session were five predominantly Negro institutions: Dillard University, Fisk University, Hampton Institute, Stillman College, and Tuskegee Institute.

  
André C. Bonaventura  
Managing Director

Enclosure



Philip D. Benson, Associate Managing Director of CPS, participated in the Placement Officers In-Service Training Program sponsored by the Middle Atlantic Placement Association on June 11 in Philadelphia. Mr. Benson addressed the group on the steps involved in setting up a placement office. He made particular reference to certain problems encountered in the work of CPS with the predominantly Negro colleges. Following his talk were skits which parodied the common mistakes made by persons operating a placement office. A panel discussion with Mr. Benson and other speakers concluded with a question and answer session.

Three new placement officers have recently been appointed to positions at predominantly Negro institutions participating in the CPS program.

Mrs. Caroline W. Graham will become Director of Placement Services at Spelman College, Atlanta, Georgia, effective August 1, 1967.

Alabama A. & M. College in Normal, Alabama has announced that Mr. B. T. Davis will direct the new Career Advisory and Placement Service there.

The Atlanta University Center, consisting of Atlanta University, Clark College, Interdenominational Theological Center, Morehouse College, Morris Brown College, and Spelman College, has employed Mr. Harvey I. Anderson to serve as first Coordinator of its new Career Counseling and Placement Center. As a result of CPS visitation team recommendations, the Atlanta University Center is establishing a centralized placement and counseling center for all of the institutions of the Center.

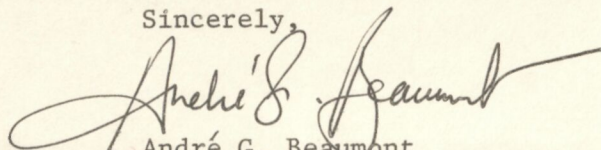
Each college in the Center will maintain its own placement officer who will work with Mr. Anderson to offer a more effective and extensive placement - counseling program to Atlanta University Center students.

A \$60,250 grant from the Olin-Mathieson Charitable Trust will support the operations of the Center and will defray the costs of construction of new offices for the Career Counseling and Placement Center on land owned by the Atlanta University Center Corporation.

Enclosed is a copy of a brochure describing the activities and goals of CPS. Since copies have already been sent to many persons on the mailing lists of both the College Placement Council and CPS, some readers may have already received one. Additional brochures are available upon request from the CPS offices.

The Board of Directors of CPS will hold its next meeting on August 2 and 3 at the Holiday Inn in Bethlehem, Pennsylvania. The Executive Committee met in Bethlehem on June 28 and 29.

Sincerely,



André G. Beaumont  
Managing Director

Enclosure